

Amendments to the Claims

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of claims

Claim 1: (currently amended) A method for distributing utilizing an advertisement for a service for accessing the service, the service being relevant to a location to a client device at the location, said method comprising the steps of:

formatting, outside the client device, unsolicited advertising information from the advertisement into XML elements, the unsolicited advertising information including:
service information indicating the purpose of the advertisement;
data entry information indicating purchasing options based on the purpose; and
contact information containing instructions for enabling the client device to communicate with the service;
forming an advertising signal containing the unsolicited advertising information;
propagating the advertising signal from a transmitter to the client device within the location;
receiving the advertising signal at the client device;
decoding the advertising signal to extract the unsolicited advertising information; [[and]]
displaying the unsolicited advertising information to a user of the client device; and
determining, by the client device, a response to the advertising signal, based on the unsolicited advertising information.

Claim 2: (cancelled)

Claim 3: (currently amended) The method of claim 1 further comprising the [[step]] steps of:
selecting the service based on the unsolicited advertising information and the response;
communicatively coupling the client device with the selected service as a result of said step of selecting; and

communicating the selection and the response to the selected service.

Claim 4: (previously presented) The method of claim 3 further comprising the step of constructing a user interface for allowing the user to communicate with the client device.

Claim 5: (currently amended) The method of claim 4 further comprising the step of receiving user inputs in response to the unsolicited advertising information.

Claim 6: (currently amended) The method of claim 5 further comprising the step of formatting the user inputs, the response, and a portion of the unsolicited advertising information into a user reply, the user reply for making the user inputs available to the service.

Claim 7: (previously presented) The method of claim 6 wherein the user reply is received at the transmitter.

Claim 8: (previously presented) The method of claim 7 wherein the user reply is received as a wireless signal from the client device.

Claim 9: (previously presented) The method of claim 7 wherein the user reply is received at the transmitter using a communication interface providing electromechanical contact between the client device and the transmitter.

Claim 10: (currently amended) The method of claim 9 further comprising the step of receiving a service response from the transmitter, the service response including at least one member selected from the group consisting of a graphical representation of the service for display on the client device, executable code for allowing the client device to interact with the service, and text for display on the client device.

Claim 11: (currently amended) The method of claim 6 wherein the user reply is sent directly from the client device to received at a point-of-presence (POP).

Claim 12: (previously presented) The method of claim 11 wherein the user reply is received over a personal digital assistant (PDA) interface providing electromechanical contact between the client device and the POP.

Claim 13: (previously presented) The method of claim 12 further comprising the step of receiving a service response from the POP, the service response including executable code for allowing the client device to interact with the service.

Claim 14: (previously presented) The method of claim 1 wherein the advertisement is propagated as an optical signal through air.

Claim 15: (currently amended) The method of claim 14 wherein the optical signal has a wavelength in the range of substantially 850 nanometers to 1250 nanometers.

Claim 16: (previously presented) The method of claim 15 wherein the transmitter receives the advertisement over an Internet.

Claim 17: (previously presented) The method of claim 15 wherein the transmitter receives the advertisement over a fiber optic network.

Claim 18: (previously presented) The method of claim 1 wherein the client device is a personal digital assistant (PDA).

Claim 19: (currently amended) A method for conveying unsolicited information comprising the steps of:

preparing the unsolicited information by a service including:

service information indicating the purpose of the information;

data entry information indicating purchasing options based on the purpose; and

contact information containing instructions for enabling the client device to communicate with the service;
receiving the unsolicited information from [[a]] the service into a transmitter outside the client device having a link layer;
formatting the unsolicited information in the transmitter for transmission to a client device operating within a context associated with the transmitter; and
conveying the unsolicited information from the transmitter to the client device over a communication medium.

Claim 20: (currently amended) The method of claim 19 wherein the unsolicited information is comprised of an XML element.

Claim 21: (cancelled)

Claim 22: (currently amended) The method of claim 19 wherein the unsolicited information is conveyed from the transmitter as a diffuse infrared signal.

Claim 23: (currently amended) The method of claim 22 wherein the diffuse infrared signal has a wavelength in the range of ~~substantially~~ 850 nanometers to 1250 nanometers.

Claim 24: (previously presented) The method of claim 19 wherein the client device includes a client device physical layer and a client device link layer compatible with the link layer in the transmitter.

Claim 25: (currently amended) A method for interacting with a service provider comprising the steps of:

receiving [[a]] an unsolicited broadcast message having user-specific service information about a service from a service provider into a client device;
creating, by the client device, [[a]] an object-oriented service object from the service information;

activating, by the client device, the service object;
receiving, by the client device, user data into the service object;
sending, by the client device, the user data to the service provider;
receiving, by the client device, service provider data required to utilize the service from the service provider; and
displaying, by the client device, the service provider data required to utilize the service.

Claim 26: (previously presented) The method of claim 25 further comprising the step of:
displaying an icon associated with the service object.

Claim 27: (previously presented) The method of claim 25 wherein the service provider data is displayed using a plug-in cooperatively associated with the service information.

Claim 28: (previously presented) The method of claim 27 wherein the plug-in further includes information about a preference of the user.

Claim 29: (currently amended) A method of utilizing executable code in a transmitter for providing an advertisement to a client device, said method comprising the steps of:
receiving the advertisement by the executable code in the transmitter from a service provider about a service offered by the service provider;
formatting the advertisement by the executable code in the transmitter for transmission to the client device operating within a coverage area of the transmitter; and
conveying the advertisement by the executable code in the transmitter from the transmitter to the client device over a communication medium.

Claim 30: (previously presented) The method of claim 29 wherein the advertisement is comprised of an XML element.

Claim 31: (previously presented) The method of claim 30 wherein the advertisement further comprises:

service information enabling a user of the client device to make a decision about the service provider, the decision being based on the service information;

data entry information informing the user about utilizing a service offered by the service provider; and

contact information containing instructions for enabling the client device to communicate with the service provider.

Claim 32: (previously presented) The method of claim 29 wherein the advertisement is conveyed from the transmitter as a diffuse infrared signal.

Claim 33: (currently amended) The method of claim 32 wherein the diffuse infrared signal has a wavelength in the range of ~~substantially~~ 850 nanometers to 1250 nanometers.

Claim 34: (previously presented) The method of claim 33 wherein the diffuse infrared signal is generated by modulating an electric light.

Claim 35: (currently amended) A method of utilizing executable code in a client device receiving an unsolicited, formatted advertisement from a transmitter located outside the client device, said method comprising the steps of:

receiving the unsolicited, formatted advertisement from an infrared communication signal conveyed from the transmitter, wherein the transmitter formatted the advertisement, and arriving at a communication interface associated with the client device, the unsolicited, formatted advertisement containing at least a portion of a service offered by a service provider;

decoding, by the client device, the unsolicited, formatted advertisement to extract information contained therein;

relating, by the client device, the information to user-specific data in the client device;
processing the information; and

displaying, by the client device, the information related to the user-specific data to a user of the client device.

Claim 36: (currently amended) The method of claim 35 wherein said unsolicited, formatted advertisement is comprised of an XML element.

Claim 37: (currently amended) The method of claim 36 wherein the unsolicited, formatted advertisement further comprises:

service information enabling the user to make a decision about the service, the decision based on the service information;

data entry information informing the user about utilizing the service; and

contact information containing instructions enabling the client device to communicate with the service provider.

Claim 38: (previously presented) The method of claim 37 wherein the transmitter includes an emitter link layer.

Claim 39: (previously presented) The method of claim 38 wherein the client includes a client device link layer.

Claim 40: (previously presented) The method of claim 39 wherein the emitter link layer is compatible with the client device link layer.

Claim 41: (previously presented) The method of claim 40 wherein the information about the service is displayed to the user if the client device is running a plug-in cooperatively associated with the service.

Claim 42: (previously presented) The method of claim 41 wherein the plug-in further comprises information about a preference of the user.

Claim 43: (currently amended) The method of claim 25 further comprising the steps of:
displaying the service provider data on a wearable device; and

receiving user data from ~~voice, fingers, or~~ eye movement.

Claim 44: (previously presented) The method of claim 25 further comprising the steps of:
displaying the service provider data on a device mounted in a vehicle; and
receiving information pertaining to the location of the vehicle through an IR communication interface.

Claim 45: (currently amended) The method of claim 19 wherein the unsolicited information is conveyed from the transmitter as a radio frequency (RF) signal.

Claim 46: (new) A system for enabling electronically-controlled interaction between a service provider and a client device comprising:

a service provider capable of providing information about a service;
a controller capable of receiving said information, said controller capable of parsing said information into XML elements forming formatted information, said controller capable of transmitting said formatted information;
an emitter communicatively coupled with said controller, said emitter capable of receiving said formatted information, said emitter capable of further formatting said formatted information to form location-dependent information, said emitter capable of broadcasting said location-dependent information to a defined geographic area;
a client device communicatively coupled with said emitter while in the defined geographic area, said client device capable of receiving, parsing, processing, and displaying said location-dependent information, said client device capable of identifying said service from said location-dependent information and automatically performing a user-specific action related to said service, said client device capable of receiving user-specific data related to said user-specific action and transmitting said user-specific data to said service provider; and
a network capable of communicatively coupling said service provider with said controller.